IN THE CLAIMS:

Please amend the claims as follows:

1. (currently amended) A method, comprising:

    detecting an initiation event for establishing a simulated communication in a terminal device,

    determining properties of said detected initiation event,

    generating a simulated message related to said determined properties <u>by accessing a standard communication functionality of the terminal device</u>, said message being generated from data stored in ~~said~~ <u>a</u> storage, and

    presenting said simulated message via ~~a~~ <u>said</u> standard communication functionality of the terminal device,

    wherein said simulated message has the appearance of a typical message of ~~the terminal device~~ <u>said standard communication functionality</u>.

2. (previously presented) The method according to claim 1, wherein said generating comprises composing said simulated message from said data in correspondence with said determined properties and composing rules stored in said storage.

3. (previously presented) The method according to claim 1, further comprising opening a timeframe after the detection of said initiation event, and presenting said simulated message after the timeframe has closed.

4. (previously presented) The method according to claim 1, further comprising receiving data from a provider, said data comprising components, fragments of simulated messages and rules for generating said simulated message.

5. (previously presented) The method according to claim 1, wherein said initiation event is a

predetermined point of time.

6.   (previously presented) The method according to claim 1, wherein said initiation event is defined by a reception of a user input or the reception of a message from a provider.

7.   (previously presented) The method according to claim 1, further comprising analyzing and evaluating said initiation event.

8.   (previously presented) The method according to claim 1, wherein at least one of said simulated messages comprises at least one advertisement.

9.   (previously presented) A software tool comprising program code means stored on a computer readable medium for carrying out the method of claim 1 when said software tool is run on a computer or network device.

10.   (previously presented) A computer program product comprising program code means stored on a computer readable medium for carrying out the method of claim 1 when said program product is run on a computer or network device.

11.   (previously presented) A computer program product comprising program code, downloadable from a server for carrying out the method of claim 1 when said program product is run on a computer or network device.

12.   (previously presented) A computer data signal embodied in a carrier wave and representing a program that instructs a computer to perform the steps of the method of claim 1.

13.   (currently amended) An apparatus, comprising:
        a detection module for detecting an initiation event for establishing a simulated

communication,

a determination module, connected to said detection module for determining properties of said detected initiation event,

a storage for storing components of simulated messages,

a generation module, connected to said determination module and to said storage module, for generating simulated messages from said stored components in correspondence with said determined properties by accessing a standard communication functionality of the terminal device, and

a communication component for presenting said generated simulated messages,

wherein said communication component comprises a̶ said standard communication functionality of the apparatus for presenting said generated simulated messages, and

wherein said generated simulated message̶ messages has have the appearance of a typical message messages of the apparatus said standard communication functionality.

14. (previously presented) The apparatus according to claim 13, comprising an interface module for receiving data comprising components of said simulated messages and generation rules for generating said simulated messages.

15. (previously presented) The apparatus according to claim 13, wherein said apparatus comprises a mobile phone.

16. (currently amended) A network device for providing data for generating a simulated communication to terminal devices, comprising:

a storage module for storing generation rules for simulated messages, simulated message components and evaluation rules,

a communication module for connecting to said communication network and to said terminal devices, and

a controller connected to said storage module and to said communication module, for selecting sets of simulated messages components and generation rules for transmitting said selected sets of simulated message components to said terminal devices via a standard communication functionality of said terminal devices,

wherein said simulated messages have the appearance of typical messages of said ~~terminal devices~~ standard communication functionality of said terminal devices,

wherein said stimulated messages are generated by accessing said standard communication functionality of said terminal devices.

17. (currently amended) An apparatus, comprising:

means for detecting an initiation event for establishing a simulated communication,

means, connected to said detection module for determining properties of said detected initiation event,

means for storing components of simulated messages,

means, connected to said determination module and to said storage module, for generating simulated messages from said stored components in correspondence with said determined properties by accessing a standard communication functionality of the terminal device, and

means for presenting said generated simulated messages,

wherein said means for presenting said generated simulated messages comprises ~~a~~ said standard communication functionality of the apparatus for presenting said generated simulated messages, and

wherein said generated simulated ~~message has~~ messages have the appearance of a typical ~~message~~ messages of ~~the apparatus~~ said standard communication functionality.

18. (previously presented) The apparatus according to claim 17, comprising means for receiving data comprising components of said simulated messages and generation rules for generating said simulated messages.